



Leading Office Supply Company | CASE STUDY

“Our combination of expertise, experience and sales-oriented focus enabled our client to increase their sales and improve customer retention. We take pride in all that we do... so we made certain that we provided our client with a customized Account Management solution that would meet and exceed their highest expectations.”

*- Vice President,
West Business Services*

OBJECTIVE: Increase Sales and Market Share

One of the nation's leading office supply companies was searching for a more effective way to increase sales and market share. The company needed a business-to-business sales and account management program to help stop the annual decrease in their revenue and customer base. After evaluating their sales team, the company realized that they were facing several growth and resource constraints that were restricting them from achieving their revenue goals.

The company ultimately chose West Business Services to provide a customized inside sales solution that would reach more customers, improve speed-to-market and increase sales and market share. The decision was based upon West Business Services' experience, sales-oriented focus and performance in the small to medium sized business (SMB) market.

THE WEST BUSINESS SERVICES SOLUTION: A Customized Business-to-Business Sales Solution

West Business Services' management began working with the company to determine their key sales objectives. A comprehensive Account Management solution was established that incorporated the client's Vision Statement: assemble a team of sales leaders who achieve excellence on every sales call.

West Business Services' Account Management Team provided the company with a solution that would manage the entire sales and account management process. This not only created a better return on investment when servicing their small to mid-sized accounts but also improved the customer relationships the company had already established. The inside sales solution focused on the client's underserved accounts by reaching them with greater frequency, speed and effectiveness.

The program was supported with a team of West Business Services' sales associates that were responsible for managing and selling to a targeted account base. The sales associates were trained on the company's culture, products and value proposition and also worked closely with the company's sales representatives to successfully drive quality sales and customer interactions throughout each phase of the sales call. Every step of the sales process had to exceed expectations for accuracy, professionalism and quality to meet the needs of the company.



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THE RESULTS : A 25% Increase in Sales

Through West Business Services' Account Management solution, the company's sales associates increased sales by 25% within the first three months of the program being launched. By leveraging West Business Services as a partner, the company was able to develop sales and marketing programs quicker, with better results.

West Business Services' dedicated sales associates effectively managed thousands of accounts, focusing on growing and maintaining the company's customer base. Not only have sales increased by an average of 11% (since inception), but customer service levels have also increased. Sales call evaluations continue to indicate that West Business Services' sales associates consistently meet and exceed the company's requirements, resulting in a dramatic increase in sales and customer satisfaction.

Today, the office supply company is enjoying increased sales, significant cost savings, improved customer retention and increased marketing capabilities through West Business Services comprehensive Account Management solution. Overall, West Business Services has implemented a solution that continues to deliver greater sales and retention, along with meeting the client's return on investment goal.

WEST BUSINESS SERVICES :

A Premier Provider of Business-to-Business Contact Solutions

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com